

GRAPHIC DESIGN

SCHOOL OF FINE ARTS

Interim Dean: Dr. Don Low

Academic Chair: Gregory Bishopp

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CURRICULUM

The curriculum includes courses in digital graphic design, typography, publication design, web design, and graphic design history, as well as a cooperative work experience course which allows students to intern in the field. Studio courses teach students to expand both their basic design and digital design skills and develop a portfolio in preparation for working in the field or transferring to a four-year college or university. All courses in the curriculum are intended to develop the student's understanding and appreciation of the artist's technical and aesthetic concerns; an awareness of the forces that continually reshape popular design; and familiarity with the job opportunities and work environments available to graphic designers.

MAJOR

Students majoring in graphic design at the lower-division level concentrate on learning the elements of design and the principles of composition and then applying these in integrated, completed projects for both print and electronic output. Students focus on art theory as it relates to 2-D design and color theory, and on color systems specific to computer-generated imagery. Basics are taught sequentially so that students may best develop their potential as artists and technicians. Students are encouraged to experiment with new ideas to create projects that relate to traditional styles and the postmodern design of the new millennium. The digital graphic design major includes courses that may be applied to upper-division programs at transfer institutions. The certificate program prepares the student to begin a career in print, advertising, web design or commercial art.

DEGREE OPTION

• Associate in Arts Degree in Digital Graphic Design

Students must complete a minimum of 60 units of credit, including the courses in the major ("Major Requirements") and general education requirements (pages 56-61), with an overall GPA of 2.0 or better. A minimum of 12 units must be completed at Irvine Valley College. See pages 52-54 for further information.

CERTIFICATE OPTION

• Certificate of Achievement in Digital Graphic Design

Students must complete all courses in the certificate program ("Major Requirements") with a grade of "C" or better. A minimum of 12 units in the certificate program must be completed at Irvine Valley College. See page 55 for further information.

TRANSFER PREPARATION

Courses that fulfill major requirements for an associate degree at Irvine Valley College may not be the same as those required for completing the major at a transfer institution offering a baccalaureate degree. Students who plan to transfer to a four-year college or university should (1) refer to the University Studies major (page 182) and "Transfer Planning" (page 63); (2) consult the catalog of their prospective transfer institution (see the IVC Transfer Center for assistance); and (3) schedule an appointment with an IVC counselor to develop a plan of study before beginning their program. It may be helpful to meet with the department faculty at IVC.

MAJOR REQUIREMENTS: DIGITAL GRAPHIC DESIGN

ASSOCIATE IN ARTS DEGREE OR CERTIFICATE OF ACHIEVEMENT

This program is occupational in nature. While most of the courses are transferable to CSU and some to UC, students should consult with their counselors or the Transfer Center to determine the extent to which courses may apply to specific programs at four-year institutions.

Complete the following courses:		Units
GD 55	Digital Graphic Design I	3
GD 65	Typography	3
GD 140	Digital 2-D Design and Color Theory	3
GD 160	Digital Graphic Design II	3
GD 175	Corporate Identity: Trademarks and Logos	3
PHOT 51	Introduction to Digital Photography	3

Complete a total of 6 units from the following courses:

GD 150	History of Graphic Design	3
GD 170	Publication Design and Prepress	3
GD 180	Graphic Design for the Internet	3
GD 252	Intermediate Digital Imaging	3
CWE 168	Cooperative Work Experience	1-4

TOTAL UNITS: 24

COURSES

CWE 168: Cooperative Work Experience: Graphic Design

1–4 Units

1–4 hours lecture

Prerequisite: Student must have taken or must be currently taking a course in college-level graphic design.

Limitation: Students must be concurrently enrolled in 7 units, including CWE. Application must be approved by CWE coordinator.

This course provides students an opportunity for supervised work experience. Students extend their classroom-based learning by working at a job related to their major and to their occupational goal. Student, instructor, and employer will cooperatively develop a minimum of three learning objectives. One unit of credit will be awarded for each 75 hours of paid or 60 hours of volunteer employment for successful completion of learning objectives, and for attendance at scheduled seminar sessions. A maximum of four units may be applied toward major requirements for a certificate. R-I-3

GD 55: Digital Graphic Design I

3 Units

2 hours lecture, 3 hours lab

Recommended Preparation: CIM 104.1, Art 4, and Art 40

This course focuses on the use of the computer as a tool for creating graphic designs. Students explore and integrate basic graphic elements (line, shape, texture, and color) and principles (unity, balance, and gestalt) with typography and scanned images to produce completed designs. Course discussions address the history and the role of computer-generated imagery in fine arts and graphic design. R-A-3

GD 65: Typography

3 Units

2 hours lecture, 4 hours lab

Recommended Preparation: CIM 104.1, Art 4, Art 40, GD 55.

This course is designed to create a greater understanding of typography as a visual form of communication and its function within graphic design. Each student will explore typographic form through a series of fundamental design exercises. The course provides a historical basis for the development of letterforms, tracing the progression from Gutenberg to the computer. R-E-3

GD 140: Digital 2-D Design and Color Theory

3 Units

2 hours lecture, 3 hours lab

This is a basic course in two-dimensional design and color theory using the computer as a tool for artistic expression. Students learn to organize visual elements of line, shape, color, value, and texture according to established principles of art. The course discusses the formal elements of color theory as well as specific issues in the use of additive and subtractive color systems in computer-generated images. Practical instruction is combined with theoretical perspective to stress the impact of visual computing on the design process. NR

GD 150: History of Graphic Design

3 Units

3 hours lecture

Recommended Preparation: Art 4, Art 25, Art 26

This concise history traces the development of graphic design from the invention of writing to the computer graphics revolution. The course explores the origins of printing and book design from early medieval manuscripts to Renaissance, Victorian and art nouveau graphics; and the evolution of twentieth century design styles and theories from the modernist era through postmodernism and the digital age. NR

GD 160: Digital Graphic Design II

3 Units

2 hours lecture, 4 hours lab

Recommended Preparation: CIM 104.1 and Art 4

This advanced course takes students through the design-planning process, from identifying a client's priorities and alternatives to completing sketches, models, and reports. Projects emphasize techniques for developing visual and verbal skills. Design skills focus on complex sequencing such as multipage assignments or sets of materials meant to be used together. Studio work includes the layout and production of designed formats and the application of conceptualization techniques used in the field. R-A-3

GD 170: Publication Design and Prepress

3 Units

2 hours lecture, 4 hours lab

Recommended Preparation: GD 55 and GD 65

This course will focus on the creation of publications such as magazines and annual reports with an emphasis on the preparation of camera-ready art. Students will learn the processes involved in the translation from digital files to print media and file transfer protocol. NR

GD 175: Corporate Identity:

Trademarks and Logos

3 Units

2 hours lecture, 4 hours lab

Recommended Preparation: GD 55, GD 65, GD 160

This graphic design course focuses on creating an integrated series of designs to establish a corporate identity. Analyzing case studies, students learn the process a designer follows to ensure the success of trademarks and logos. Students gain a deeper knowledge of how to incorporate computer and digital processes into the creation of an identity. NR

GD 180: Graphic Design for the Internet

3 Units

2 hours lecture, 3 hours lab

Recommended Preparation: GD 55 and CIM 104.1

This course provides comprehensive instruction and training in designing a web site. Students learn how to prepare graphics for maximum efficiency and consistency across platforms. The course presents a basic history of the Internet and covers the entire site development process: identifying goals; designing the interface, including page architecture, typography, photography, writing and illustration; using programming and scripting tools, including navigation graphics and image maps; and testing, registering and publishing the site. Students create flow charts and storyboards, produce and refine a preliminary design, and complete a final graphical interface that may be used for an actual web site. NR

GD 252: Intermediate Digital Imaging

3 Units

2 hours lecture, hours lab

Recommended Preparation: Phot 51

This intermediate-level course in digital imaging provides further training in the use of application tools. Students learn more sophisticated techniques in scanning, color correcting, layering, blending, and composite imaging. Specific focus will be on principles of design, visual hierarchy, and the integration of text and image. Relevant technical and aesthetic developments and issues will be discussed in depth. Students will develop a portfolio of creative digital images using a variety of electronic resources. R-E-3